



CALPEEK

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ELECTION ANALYSIS

Editor's note: Here is Part I of **Calpeek's** post-Nov. 5th election analysis. Keep in mind there are large numbers of absentee ballots yet to be counted, so some of the results may change over the next several days. Next week: **Calpeek's Winners & Losers**. So consultants who love to spin, FAX us at (310)657-4340. Also more local election coverage next week...

NATIONAL & CALIF. OVERVIEW

...Absolutely *lousy voter turnout* on Nov. 5th. The lowest turnout ever: nationwide only 49%, while in Calif. the turnout was just 59% (SOS Bill Jones had estimated a 71% turnout). Why the low turnout? General apathy, no real excitement at the top of the ticket and perhaps the DNC fundraising brouhaha may have dampened voter enthusiasm. What should be done to boost voter turnout in 1998? A 24-hour voting cycle, with universal poll closing...

...Anytime there is a low voter turnout, that tends to help incumbents. And 1996 was *an incumbent election*. Put another way, it was a status quo election -- at least nationally. In terms of Calif., voters here were much more partisan, to the benefit of Demo candidates in down-ballot races. And unlike the rest of the nation, where a victorious Pres. Bill Clinton(D) didn't have any coattails, here in Calif. he apparently did...

PRESIDENTIAL POLITICS

...In nationwide returns, Pres. Clinton won reelection with just under 50% of the popular vote and with 379 electoral college votes from 31 states and the District of Columbia. Former Sen. Bob Dole(R) carried 19 states with 159 EC votes (see **Calpeek's** EC Scoreboard on P.4). In raw numbers, Pres. Clinton got

44.5 million votes, Dole 37.2 million and Reform Party candidate Ross Perot received 7.7 million votes...

...Had Dole's team allowed Perot into the presidential debates, the race would have been much tighter - and would have excited the entire voter base, thus boosting turnout. During the closing weeks, Perot's attacks on Clinton's *character* was beginning to have an impact and may have contributed to the slippage by Demos, who had hoped to recapture the U.S. House...

...In Calif., Pres. Clinton mashed Dole by 13.5-pts or 51.4% to 37.9%, with Perot at 7.1% and Green Party candidate Ralph Nader at 2.4%. In raw numbers, Clinton won by 1.2 million votes. What went wrong with Dole's campaign? Don't look at the trivia - such as the ill-conceived attempt to get Perot out of the race at the 11th hour. Instead, look at: 1) the negative GOP primary --- with Steve Forbes pounding Dole with a massive negative ad campaign (plus Lamar Alexander's never ending *Dole can't win* chant); 2) no central issue to excite the GOP base until just before the San Diego convention. But the 15% tax cut plan never had credibility with voters because Dole was never a supply sider; 3) VP nominee Jack Kemp was a bust; and 4) in Calif., attempts to paint Pres. Clinton as the president who had "waged economic war on Calif." fell flat because the State's economy is strong. Finally, Clinton's consultant may have been dumped, but the Dick Morris plan of moving Clinton to the political center worked to perfection...

STATEWIDE INITIATIVE WARS

...There was a surprise or two: 1) CalPIRG's Prop. 212 (campaign reform) was defeated; 2) despite being outspent, Prop. 218 (Jarvis/Gann IV) won with 56.5%; and 3) Prop. 207 (attorney fees) was defeated. Also defeated was #205, the jail bonds (40.6% Yes vs.

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59.4% No). Both 204 (water bonds) and 206 (CalVet bonds) were OKed...

☒ **CCRI** - No real surprise. Prop. 209 won with a larger vote than **Calpeek** sources anticipated: 54.4% Yes vs. 45.6% No. The GOP's attempt to turn 209 into a wedge issue against Bill Clinton & the Demos didn't work...

☒ **Tort Reform** - As noted previously, 207 got only 34%. But the big crush happened when 211, the Securities Fraud initiative, got only 25.5%. The NO team (*Californians Against Frivolous Lawsuits*) were big winners --- and big spenders too (perhaps \$45 million or more)...

☒ **Campaign Reform** - Was Prop. 212 put on the ballot to confuse voters? That's a theory that has been floated by several **Calpeek** sources, but it's all just so much hot wind because 212 lost and 208 won. 208, with its backing from CA Common Cause, LWV and United We Stand, probably benefited from the DNC fundraising mess in DC. 208's margin of victory: 61.2% Yes. FYI: **Calpeek** sources anticipate a legal challenge to this initiative...

☒ **HMO/Health Care Reform** - Both 214 & 216 were too complex to be on the ballot as initiatives. These kinds of reform should have been put through the legislative process. And when opponents managed to paint both measures with the same negative brush in countless tv/radio ads (with not much in the way of response), it was all over. Yes on 214 got 42%, while 216 received a 38.7% Yes vote...

☒ **Pot Wars** - The medical use of marijuana initiative won with 55.7%, despite solid, but under-funded opposition. So 215 will become law on Jan. 1, 1997, but our sources predict legal questions associated with 215 will cause massive confusion. FYI: **Calpeek** sources believe the CA Medical Assn. will soon issue an alert to MDs, warning them NOT to write letters or issue verbal OKs to potential patents. Why? 215 is a state law, not a U.S. law, and the Feds may come after MDs who recommend pot to patients. The true benefit of 215: this may cause the FDA to get off the dime and do a real study of the medical uses of marijuana...

☒ **Uninsured Motorists** - With the big win by Yes on 213, the key question becomes: Will CA Insurance Comm. Chuck Quackenbush(R) be able to deliver a hefty reduction in auto insurance prices because of this measure? Remember, there was no guarantee of a rate reduction written into 213, but in its campaign, the YES side implied strongly that there would be a drop in premiums. 213 got a 76.6% Yes vote...

☒ **Top Taxes Defeated** - Prop. 217 was defeated narrowly: 49.2% Yes vs. 50.8% No. The YES side had some effective radio spots, but just couldn't pull it off...

☒ **Calif.'s Minimum Wage** - In addition to the federal minimum wage, CA voters approved a second hike. Bottomline: Calif.'s new minimum wage in about 18 months will be \$5.75 per hour. Will this really be a job killer, as the Prop 210 opponents have claimed???

U.S. HOUSE RACES

...On Nov. 4th, there were **236** GOP U.S. House members out of 435 representatives. Now there are **223**, with **204** Demos, **2** independents and **6** undecided elections. So the Republicans remain in control of the U.S. House and U.S. Senate. Nationwide, it appears as though Pres. Clinton had very limited coattails. That's not the case in Calif. Before the election, the delegation was split **26-26**. Now the Demos have a 2-seat advantage (Baker & Seastrand ousted) and it could go higher. Here's a brief report...

...**10th CD** - Ellen Tauscher(D) ousted U.S. Rep. Bill Baker(R) by a margin of 5,000 votes (49% vs. 46.9%). Deep pockets and a last minute trip by Clinton into the 10th pushed her over the top...**22nd CD** - So long to U.S. Rep. Andrea Seastrand(R), as Demo Walter Capps defeated the freshman House member by a 12,000 vote margin (49.4% vs. 43.4%). **Calpeek** sources said this race was over weeks ago. Pres. Clinton's Nov. 1st trip to the 22nd CD probably helped...

...**1st CD** - Frank Riggs(R) held on and beat Michela Alioto(D) 49% vs. 44.1% margin...**42nd CD** - George Brown(D) has apparently done it again - he is leading Judge Linda Wilde(R) by 1,100 votes (50.6% vs. 49.4%)...**46th CD** - At deadline time, Bob Dornan(R)

was holding a lead of some 233 votes over Loretta Sanchez(D). There are absentees yet to be counted...

...Incumbent Demos Vic Fazio(3rd CD), Jane Harman (36th CD), Sam Farr(17th CD) and Cal Dooley(20th CD) won reelection, as did incumbent GOPers Steve Horn(38th CD) and Brian Bilbray(49th CD)...

...**24th CD** - In this OPEN seat, BOE member Brad Sherman(D) mashed GOP attorney Rich Sybert by 15,000 votes (50.4% vs. 42.5%). So Calif.'s *first re-covering nerd* goes to Congress. Who does Gov. Pete Wilson appoint to Sherman's BOE seat? Perhaps Sybert?...**27th CD** - In this OPEN seat, GOP Assembly Majority Leader James Rogan defeated Doug Kahn(D) by a margin of 49.9% to 43.4%. Too bad Rogan didn't have coattails in this Pasadena/Glendale area...

CALIF. STATE SENATE

...Before the Nov. 5th election, the lineup was 22 Demos, 16 GOPers and 2 independents. If you look at last week's issue, you'll see that **Calpeek** noted this year's battle for control of CA's upper legislative house would boil down to **4 races**: the 7th SD, the 15th SD, the 21st SD and the 27th SD...

...As of deadline time, Demos have held the OPEN **7th SD**, with Dr. Jeff Smith edging Assemblyman Richard Rainey(R) by a slim 1,300 votes; and they captured two seats previously held by the GOP: **21st SD**, with Adam Schiff(D) defeating Assemblywoman Paula Boland(R); and **27th SD**, with former Assemblywoman Betty Karnette(D) upsetting Assemblyman Phil Hawkins. The only bright spot for GOP Senate Leader Rob Hurtt: **15th SD**, where Assemblyman Bruce McPherson(R) is leading former Assemblyman Rusty Areias(D) by about 752 votes, with some absentee ballots yet to be counted. Rusty's big problem: the Green Party candidate, E. Coffin, got 10,608 votes...

...If everything stands, then Senate President Pro Tem Bill Lockyer(D) will have picked up 3 seats, meaning it will be difficult for the GOP to get control of the Senate in 1998. New lineup: 24 Demos, 15 GOPers and 1 independent...

CALIF. STATE ASSEMBLY

...The biggest surprise of this election cycle had to be the *return* of the Assembly Democrats, who *recaptured* the lower house. The old lineup: 41 Republicans and 36 Demos, w/2 vacancies (Sher & McDonald) and 1 Reform Party member (Cortese). The new lineup: 44 Demos and 36 Republicans. HOWEVER...

...Of the 44 Demos, two are *very iffy*. It's more realistic to say there are 42 solid Demo seats, with 2 cliff hangers. Those too close to call, with absentee ballots remaining, include: **15th AD** - Gail Murray(D) leading Lynne Leach(R) by only 20 votes (this is a GOP district, so odds of the Demos holding here are only fair); and **43rd AD** - Scott Wildman(D) leads John Geranios (R) by 544 votes. Libertarian Willard Michlin got 3,260 votes. **Calpeek** kept saying Geranios had problems with his conservative GOP base, but those warnings were ignored...

...Bottomline: the Demo game plan worked well. The Demo Caucus protected the top Demo targets (Bowen, Davis & Machado); held their OPEN seats (1st AD, 8th AD, 22nd AD, 26th AD and 78th AD); and picked off 5 GOP seats (15th, 27th, 43rd, 44th and 56th). Of all the 80 assembly candidates, the only incumbent to lose was Bill Hoge(R-Pasadena). Demo Jack Scott creamed him by a 53.2% vs. 43.6% margin. The unexpected Demo pickup: 56th AD, where Sally Havice, a local school board member, defeated Richard Lambros by 1,900 votes...

...What went wrong with the GOP plan? 1) Speaker Curt Pringle is no Jim Brulte; 2) Pringle never went to Brulte to ask for his counsel (big mistake); 3) Pringle never put away on ice some solid GOP seats (43rd, 54th, 56th); and 4) poor allocation of resources. In addition, Pringle's weekly fax Roundup (GOP spin sheet) was so off the mark that you'd have thought the Demos would end up with no more than 30 seats...

...Next week: The Demo Speakership Wars. Other items: how will Gov. Pete Wilson like working with Lockyer and a Demo speaker? What happens to the now GOP-controlled Calif. Coastal Commission???

LOCAL CONTESTS

☒ **L.A. Co. Supes** - It really wasn't a close race at all, as retiring Sup. Deane Dana's top aide, Don Knabe, mashed Gordana Swanson by a 61% vs. 33% margin. County Hall of Administration types are all smiles...

☒ **San Francisco** - You'll be happy (or unhappy) to know that former hooker Margo St. James did NOT win election to the S.F. Board of Supes. The top six finishers included: Sup. Barbara Kaufman (1st), Sup. Sue Bierman, school board member Leland Yee, Sup. Leslie Katz, newcomer Jose Medina and Sup. Michael Yaki...

☒ **Orange Co.** - In the OPEN 1st District, it was Westminster Mayor Chuck Smith beating Mark Leyes with about 51% of the vote. In the OPEN 3rd District, a shock of sorts as Dep. DA Todd Spitzer upset GOP Assemblyman Mickey Conroy by a hefty margin of 57% to 43%. Spitzer led from absentees onward. That double-digital salute from Conroy to Spitzer must not have gone over well with voters...

☒ **L.A. Co. DA's Race** - County voters are still waiting to see if DA Gil Garcetti will be O.J. Simpson's Last Victim. As of deadline time, Garcetti held a narrow lead over Dep. DA John Lynch --- 50.16% to 49.83%. Just 6,600 votes separate the two, with some 200,000 absentee ballots still being counted. In the first report of absentee ballots, Lynch led by a margin of 55% to 45%. Given the lead that Garcetti holds, Lynch needs to win 52% of all the remain AV ballots to win the race. Sources think the L.A. Co. Registrar may have a final tally by Nov. 11th or 12th. All our sources knew this race was tight and that Garcetti was struggling. More local results next week. Stay tuned...

ELECTION ANALYSIS AT CALIF. LINCOLN CLUBS.

U.S. Rep. David Dreier will address the **West L.A. Lincoln Club**, 6:30 p.m., Nov. 12, Regency Club in West L.A. ☎ Sarah Kane (818)598-3787 for info. GOP campaign consultant Robert Gouty and Rose Inst. Director Dr. Alan Heslop will provide an election post mortem to the **San Gabriel Valley Lincoln Club**, 7:30 a.m., Nov. 15, Industry Hills Sheraton. For info or RSVPs ☎ Sheila McNichols (818)969-1304...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● Reelected: Metropolitan Water Dist. of So. Calif. Chair John V. Foley of Laguna Niguel, to a 2nd term...

● Former State Sen. H.L. (Bill) Richardson has written yet another Western mystery titled *The Shadows of Crazy Mountain* (Word Publishing)...

● Santa Monica-based Galanty & Co. has won a contract from the U.S. Sentencing Commission to produce a major media campaign aimed at combating teenage drug use...

● Katie Miller has been hired as media director at L.A.-based Cerrell Associates. She comes to CAI from NBC News...

● S.F.-based Kamer-Singer & Assoc. hires Michael Getto, Sara Dau, and Tim Eaton, who worked on the campaigns of S.F. Mayor Willie Brown and the new downtown S.F. Giants ballpark proposal...

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CALPEEK'S ELECTORAL COLLEGE SCOREBOARD

Editor's note: It takes 270 electoral college votes to be elected President of the U.S. There are 538 EC votes. Here are the actual results on a State-by-State basis...

Clinton: AZ(8), AR(6), CA(54), CT(8), DE(3), DC(3), FL(25), HI(4), IL(22), IA(7), KY(8), LA(9), ME(4), MD(10), MA(12), MI(18), MN(10), MO(11), NV(4), NH(4), NJ(15), NM(5), NY(33), OH(21), OR(7), PA(23), RI(4), TN(11), VT(3), WA(11), WV(5) and WI(11). 31 States + DC w/379 EC votes...

Dole: AL(9), AK(3), CO(8), GA(13), ID(4), IN(12), KS(6), MS(7), MT(3), NE(5), NC(14), ND(3), OK(8), SC(8), SD(3), TX(32), UT(5), VA(13) and WY(3). 19 States w/159 EC votes...